FBLA E-BUSINESS Production Rating Sheet

Revised 2011-12

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality	0	1-7	8-14	15-20	
Graphic design shows creativity, originality, and supports topic	0	1–3	4–7	8–10	
Page elements are effective without being distracted	0	1–3	4–7	8–10	
Shopping Experience					
Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily	0	1–7	8–14	15–20	
Product information is useful, informative, and adequate. If product images are used, they download quickly	0	1–3	4–7	8–10	
Site clearly explains shipping and handling procedures, return policies, and product or service guarantees	0	1–3	4–7	8–10	
Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors	0	1–3	4–7	8–10	
Site allows customer to provide feedback/comments	0	1–3	4–7	8–10	
Shopping Cart Implementation					
Shopping cart is easy to use and understandable and features are clearly explained	0	1–3	4–7	8–10	
Customer can easily add items to and delete items from the shopping cart	0	1–3	4–7	8–10	
Obvious navigation path to the cash register	0	1–3	4–7	8–10	
Customer can get back to shopping easily from shopping cart	0	1–3	4–7	8–10	
Order form is easy to understand and complete	0	1–3	4–7	8–10	
Adequate information is provided for confirmation of a successful transaction	0	1–3	4–7	8–10	

Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1–3	4–7	8–10	
Site is free of broken links and error messages	0	1–3	4–7	8–10	
Site is compatible with multiple browsers & platforms	0	1–3	4–7	8–10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the home page	0	1–3	4–7	8–10	
Subtotal					**/200 max.**
Penalty Points: Deduct five points for not following guidelines.					
Penalty Points: Deduct five points for not submitting Statement of Assurance.					
Total Points					**/200 max.**

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments:

FBLA E-BUSINESS PERFORMANCE Rating Sheet

❑ Preliminary Round   ❑ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describe development of the topic	0	1-5	6-10	11-15	
Demonstrates the customer's shopping experience		1-5	6-10	11-15	
Explain the use and implementation of technology	0	1-5	6-10	11-15	
Explain the development and design process	0	1-5	6-10	11-15	
Copyright information is noted in credits	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					**/100 max.**
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					**/100 max.**
Prejudged Score					**/200 max.**
Final Score (add total points and prejudged score)					**/300 max.**

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: